

VIA ELECTRONIC MAIL



D. M. J 12/12/93  
T & D JM 12/13/93  
S. R. M. X 1/1/1  
S. A. M. DD 12/15/93

February 8, 1993

TO: G. N. Kuruc, Jr.  
J. T. Jones  
G. B. Brown  
J. H. Casey

L. S. Justo  
J. A. Miller  
R. J. O'Rourke

RE: Meeting Notes

Gentlemen:

Listed below are the changes in our work priorities as agreed to by all Managers.

CAMEL SPECIAL LIGHTS INTRODUCTION

- \* Single focus introduction - S/R's to work the new brand "exclusively" until coverage is completed.
- \* Make this an extremely "high profile" introductions in terms of:
  - Displays
  - Advertising
  - Distribution
  - Promotions
- \* Part-Time Sales Force to work the Savings brand coupons/vpr's exclusively until introductory coverage is completed.
- \* Utilize CAMEL Special Lights in "all" Overheads and Y-Signs (transparencies).
- \* Spread BIGIF's to all calls versus large amounts in selected calls.
- \* PCD load plans should allow for CAMEL Lights to be displayed with new CAMEL Special Lights to eliminate any confusion that our standard Lights are being replaced.
- \* Bottomline: Let's show the "Adventure Team" that CAMEL Special Lights can kick butt!

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## SAVINGS BRAND STRATEGY

- \* Move from conservative to aggressive with DORAL/MAGNA and STERLING couponing.
- \* Use \$4.00 coupons where competition is at that level.
- \* Where competition is using \$5.00 coupons to chase our MONARCH, use \$4.00 coupons on DORAL/MAGNA/STERLING.
- \* "Signs, signs, everywhere's a sign". The Savings Brand meeting said it well. Advertise our price - in a big way!
- \* Coupon all of our mid-price brands in a call at the same coupon value.
- \* In-warehouse couponing - immediate changes:
  - Wakefern From \$2.50 to \$3.50
  - Pathmark From \$3.00 to \$3.50
  - Twin County From \$2.50 to \$3.50
- \* Supplemental floor displays are the thing to do!
- \* Also, let's get MONARCH Box out to the retail accounts.

## 1993 MERCHANDISING STRATEGIES

- \* As we discussed, in the very near future we will all get together as a group to set the Region's standards and direction. I will notify everyone of the date shortly.

Once again, I would like to thank everyone for your efforts with the Annual Meeting this year. It was quite apparent that the Sales Representatives learned alot and enjoyed the breakout meetings format.

Sincerely,

Mark

M. A. Young

MAY/ams

cc: E. M. McAtee

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